

AUG 18 1925 ✓

©CIL 21733 ✓

RUGGED WATER ✓✓

Photoplay in seven reels ✓

From the novel by Joseph C. Lincoln ✓

Directed by Irvin Willat

Author of photoplay (under Sec. 62)

Famous Players Lasky Corporation of the U. S. ✓

PARAMOUNT PRESS

Adolph Zukor and Jesse L. Lasky present
An Irvin Willat Production
"RUGGED WATER"
with
Lois Wilson, Wallace Beery, Phyllis Haver
From the novel by Joseph C. Lincoln
Screen play by James Shelley Hamilton
A Paramount Picture

AUG 18 1925

PURPOSE: To Help You Sell

the Picture to

"RUGGED WATER" PRODUCED BY IRVIN WILLAT C. LINCOLN'S BEST-SELLING ROMANCE

©CLL 21733

PUTTING IT OVER RIGHT

Tie-ups with drug stores etc., that will feature the well-known mints called "Life Savers." With appropriate stills, a card reading:

ENJOY "LIFE-SAVERS" and enjoy the Paramount Picture "RUGGED WATER" a spectacular romance-drama of the LIFE-SAVING service. RIALTO THEATRE.

Window displays of bathing suits. Card reading:—

Suits that will suit you for RUGGED WATER

See the spectacular romance-drama of the life-savers at THE RIVOLI THEATRE

Window display of canoes. Card reading:—

RUGGED WATER has no terrors when you are paddling one of these, etc.

See "RUGGED WATER," etc.

Window displays of fishing equipment. Card reading:—

You'll have plenty of bites out of RUGGED WATER with this up-to-the-minute equipment. See RUGGED WATER, etc.

If there is a stream or lake of any kind in your town where many people pass, put up signs around it like this:—

You'd hardly call this RUGGED WATER but you can see the spectacular drama of the life-savers RUGGED WATER at the STRAND, Now Playing.

Book tie-ups not only on this one but all Joseph C. Lincoln novels.

Teasers:—

Were you ever caught in RUGGED WATER?

RUGGED WATER will engulf us all soon!

Many a brave heart is asleep in—RUGGED WATER.

A life saver for you—RUGGED WATER. etc. etc.

If there is a life saving station near your town, tie up with them for a special lobby display, and perhaps a street ballyhoo. If not, you can at least borrow, or make

Tabloid Facts to Tell You All About the Picture In Brief Form

Scenarist, Cameraman, Type of Story, Big Scenes, Appeal, Highlights, etc.

Producer

IRVIN Willat. Try to think of another director who has given the screen the same number of successful out door stories—"Below the Surface," "On the High Seas," "Wanderer of the Wasteland," "North of 36," "The Air Mail" and now "Rugged Water."

Featured Players

Lois Wilson, Warner Baxter, Wallace Beery, Phyllis Haver. Ask the folks who visit the box office how they like the "Covered Wagon" girl. Baxter made a great aviator in Willat's "The Air Mail" and has another virile part in this one. Wallace Beery hasn't played in anything that resembled a box office failure starting with "Behind the Door," and that was six years ago. Incidentally, it was a Willat sea picture. And who doesn't remember Phyllis, of Mack Sennett fame, in "The Fighting Coward," etc.

Author

Joseph C. Lincoln. At this writing "Rugged Water" is one of the best selling novels in the United States. In it the author deals with the subject he knows best, Cape Cod, the most dramatic spot on the New England coast. He has told a strong dramatic story rich in Lincoln humor.

Scenarist

James Shelley Hamilton, who wrote the screen play, "The Air Mail."

Cameraman

Alfred Gilks. Willat's regular cameraman who "shot" "The Air Mail" and "North of 36."

Type of Story

A stirring, dramatic story of the life-saving service on the New England coast. It has plenty of action, interesting characters and opportunities for beautiful and novel settings in the lighthouse and on sinking vessels.

Theme

Calvin Homer expects, on the resignation of his Chief, to be appointed head of the Setucket Life-Saving Station. However, politics brings about the appointment of Capt. Bartlett, sole survivor of a coast tragedy in which an entire life-saving station was wiped out.

Although Calvin is engaged to Myra Fuller, a school teacher of vampish tendencies, he refuses to follow her instructions to make matters impossible for his new Chief. Instead he does everything to help him and falls in love with his daughter, Norma.

Matters come to a head when Bartlett, a religious fanatic, will not send out a boat to a sinking ship. Homer usurps command, and the affair is reported to Norma as another attempt of Calvin's to obtain command of the station, and when she hears for the first time that Homer was once Myra's beau, she at once gives him up.

A STORY of the storms and dangers of the coast, of a life-saver and his battle to keep his life-saving station clean, though honor tempts him to forget that duty.

"Rugged Water" kept Willat away from the studio on location longer than any picture since "North of 36." The storms are real storms; the wrecks are real wrecks. A determination to get what he wants is one of the things that has put this producer on the top of the heap. Willat is the Joseph C. Lincoln of the screen. He paints his pictures on a broad canvas. They have a mighty sweep, without which such stories as "Rugged Water" would be valueless, and

High Tide for Th



"RUGGED WATER"

BEYOND the thrills and romance of the three-mile line. A tale of heroism and daring from the most thrilling Lincoln's Cape Cod novels. Produced by the man who "North of 36."

Two-column Press Advertisement

PARAMOUNT PRESS

Adolph Zukor and Jesse L. Lasky
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High Tide for "RUGGED WATER"



"RUGGED WATER"

BEYOND the three-mile thrills and romance. A tale of heroism and drama from the most thrilling of all Lincoln's Cape Cod novels. Produced by the man "North of 36."

MOUNT

SHEET

and Jesse Lasky present
production
"RUGGED WATER" ✓
with
Wallace Beery, Warner Baxter and
Phyllis Haver
novel by Joseph C. Lincoln ✓
by James Shelley Hamilton ✓
Paramount Picture

You Sell the Picture to the Public.

BY IRVIN WILLAT FROM JOSEPH G RROMANCE-DRAMA OF THE SEA

arms and dangers of the New England
er and his battle to keep the record of
an, though ambition and love and even
t that duty.

t Wil- you can guarantee that he has
on lo- provided a new kind of thrill
picture for the climax of this one.
The "Rugged Water" is mainly a
s; the strong drama but it also has
A de- touch of Joseph C. Lincoln's
at he- humor. There is no "comedy
gs that relief"—the humor is natural,
on the spontaneous, real. You'll like
is the love story, too. Baxter and
screen. Miss Wilson are an excellent
on a "team." James Cruze found
ave a them so in "Welcome Home,"
which and they fit just as naturally
! Wat- into the roles of lovers in
s, and "Rugged Water."

de for Thrills!



An IRVIN WILLAT
Production
with
LOIS WILSON
WALLACE BEERY
WARNER BAXTER
PHYLLIS HAVER
ADOLPH EDWIN and JESSE L. LASKY

RUGGED WATER

D the three-mile limit for
nd romance.
heroism and daring at sea
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by the man who made
6."

**Lois Wilson, Warner Baxter
Wallace Beery, Phyllis
Haver Featured**

Adapted by James Shelley Hamilton
From the Well Known Cape Cod Novel

JOSEPH C. LINCOLN'S Cape Cod novels sell in-
to the hundreds of thousands, and he is as
popular in this particular field as Zane Grey is in
his.

"Rugged Water" is Lincoln's latest and great-
est novel. Like his other books, it is packed with
heroic action, quaint humor and wholesome ro-
mance.

It is a spectacular romance-drama of the life-
saving service, the sort of actionful outdoor story
that Irvin Willat does so well. It begins with
a terrific storm in which two men stand out
prominently in the New England coast life-
saving service. One of them in temporary
command of a station leads his crew in an heroic
rescue and qualifies to become a permanent com-
mander. The other, older and belonging to an-
other crew, has to be rescued himself, but in such
spectacular circumstances that he becomes a
national hero and is given the command that the
other expected and deserved.

The specially chosen cast features Lois Wilson,
Warner Baxter, Wallace Beery and Phyllis Haver.

Cast

Norma Bartlett.....	Lois Wilson
Captain Bartlett.....	Wallace Beery
Calvin Homer.....	Warner Baxter
Myra Fuller.....	Phyllis Haver
Mrs. Fuller.....	Dot Farley
Supt. Kellogg.....	J. P. Lockney
Sam Bearse.....	Willard Cooley
Cook.....	Walter Ackerman
Jarvis.....	Knute Erickson
Gammon.....	Thomas Delmar
Orrin Hendricks.....	Jack Byron
Bloomer.....	Walter Rodgers
Josh Phinney.....	Warren Rodgers

Synopsis

WHEN a vacancy occurs in the captaincy of
the Setucket Life-Saving Station, pride of
the northeast coast, Calvin Homer, a fine,
upstanding young man and the best man in the
crew, believes he will get the job. So does Myra
Fuller, the school teacher and village vamp. She
goes after Calvin and before he quite knows how
it happened he is engaged to her. But, meantime,
an accident occurs at a neighboring station in
which the whole life-saving crew is drowned while
attempting a rescue, except one man, Benoni Bart-
lett. He is hailed as a hero, and on the wave of
newspaper bunkum and ill-considered public agi-

"Rugged Water" Great
Sea Story at the Rialto

Irvin Willat-Paramount Picture
Has Big Featured Cast

Synopsis Story

RUGGED Water," produced
for Paramount by Irvin Wil-
lat from the Cape Cod sea tale by
Joseph C. Lincoln, comes to the
..... Theatre for a
days' run on next. Lois
Wilson, Warner Baxter, Wallace
Beery and Phyllis Haver are fea-
tured in the leading roles.

The story opens at the Setucket
Life-Saving Station. Baxter,
Number One man of the crew is
expected to succeed the retiring
captain, but politics results in the
appointment of Beery, an older
man from another station.

Myra Fuller, the vampish vil-
lage school teacher, played by
Miss Haver, who considers herself
engaged to Calvin Homer (War-
ner Baxter), tells him that he
must make Beery's position so
hard for him that he will be fired
for incompetence. This he refuses
to do.

Calvin rescues Norma, Capt.
Bartlett's (Beery) daughter, from
the incoming tide when she is
caught in the fog. He fell in love
with her the very first day she
arrived at the station, and now he
cannot resist the temptation to
kiss her. He does not propose
because he wants first to call off
his affair with Myra.

Bartlett's arbitrary methods do
not make a hit with the men, and
superior from making a fool of
himself, gets in bad with Norma
who has found that he was in line
for the appointment her father re-
ceived.

Mutiny

The fiercest storm of the winter
drives a schooner aground. Capt.
Bartlett, a religious fanatic, re-
fuses to let the crew go out, in-
sisting that he has been talking
with God and that He intends to
look after the ship without hu-
man help.

Homer leads a mutiny, performs
a thrilling rescue and gets hurt.
Bartlett is fired but refuses to
leave the village—God has com-
manded him to stay there and
save lives.

Another storm comes up. Cal-
vin, weak from the effects of the
last one, is unable to go out with
the crew. Alone in the station, he
learns that Capt. Bartlett, raving
mad, has escaped from his cot-

Window displays of bathing suits. Card reading:—

Suits that will suit you for
RUGGED WATER

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THE RIVOLI THEATRE

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—**RUGGED WATER**.

A life saver for you—**RUGGED**
WATER, etc. etc.

If there is a life saving station
near your town, tie up with them
for a special lobby display, and
perhaps a street ballyhoo. If not,
you can at least borrow, or make
a string of life saver's belts for
your lobby, using the title on
them if possible.

See if you can find any men in
your town who have been life savers.
Get their thrilling experiences for
newspaper articles. Maybe as an
added attraction you can get one of
them to tell some of them at each
show.

Ad Copy:—

It's a life saver if you have the
blues—**RUGGED WATER**.

Let **RUGGED WATER** engulf
you in thrills and happiness.

Bathe in the romance and thrills
of **RUGGED WATER**.

Wash away your troubles—see
RUGGED WATER.

Let the tide bring you enter-
tainment supreme — **RUGGED**
WATER, etc., etc.

TRAILER

National Screen Service,
Inc., issues an excellent
Service Trailer on "Rug-
ged Water". See Price
List on Page 4 for ad-
dresses.

Featured Players

Lois Wilson, Warner Baxter, Wallace Beery,
Phyllis Haver. Ask the folks who visit the box
office how they like the "Covered Wagon" girl.
Baxter made a great aviator in Willat's "The Air
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Alfred Gilks. Willat's regular cameraman who
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Type of Story

A stirring, dramatic story of the life-saving
service on the New England coast. It has plenty
of action, interesting characters and opportunities
for beautiful and novel settings in the lighthouse
and on sinking vessels.

Theme

Calvin Homer expects, on the resignation of his
Chief, to be appointed head of the Setucket Life-
Saving Station. However, politics brings about the
appointment of Capt. Bartlett, sole survivor of a
coast tragedy in which an entire life-saving station
was wiped out.

Although Calvin is engaged to Myra Fuller, a
school teacher of vampish tendencies, he refuses
to follow her instructions to make matters im-
possible for his new Chief. Instead he does every-
thing to help him and falls in love with his daugh-
ter, Norma.

Matters come to a head when Bartlett, a re-
ligious fanatic, will not send out a boat to a sinking
ship. Homer usurps command, and the affair is
reported to Norma as another attempt of Calvin's
to obtain command of the station, and when she
hears for the first time that Homer was once Myra's
beau, she at once gives him up.

Eventually, when her father dies after having
been dragged out of the sea by Calvin, and Homer
recovers, everything is cleared up, and the two
young people forgive each other everything.

Box Office Value

For a top-notch, Grade A picture there are four
major requirements—a good story, capable actors, good
direction and suitable production. "Rugged Water"
has all these and then some!

It's a great bet!—A combination that can't be beat!
—an author who never wrote an unsuccessful book.
—famous players who never played in an unsucces-
ful picture.

—a director who doesn't know how to make any-
thing but screen successes.

So how can "Rugged Water" possibly be anything
else than one of the finest profit pictures you've ever
shown?

Big Scenes

When the picture opens with a shot of the life-
saving crew beaching their boat in a heavy sea, bring-
ing in a half dozen rescued men, you're transported
directly to the Cape Cod coast.

When Lois is caught in the fog by the incoming
tide and is rescued by Baxter, you have the beginning
of a beautiful love affair.

The half crazed Beery's refusal to send his crew
through the screeching storm to the wrecked schooner,
followed by Baxter's mutiny in which he launches the
lifeboat.

The boat's terrific struggle through the mountainous
waves. The rescue! The boarding and abandoning
of the ship in this sequence is one of the most difficult
scenes ever attempted for picture purposes.

Baxter's second sea rescue in which, a sick man,
he takes out a dory into the worst storm of the winter
to save Beery.

And these barely touch on the thrills contained in
"Rugged Water"

mighty sweep, without which
such stories as "Rugged Wat-
er" would be valueless, and

High Tide for



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lions of thrills and romance
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Two-column Press Advertisement

"RUGGED WATER" LIFE-SAVING FROM THE NOVEL BY JO

Lois Wilson, Warner Baxter, W.
Beery, Phyllis Haver in
Leading Roles

Synopsis Story

UNDoubtedly the most thrilling
ocean storm and wreck scene
ever filmed is one of the fea-
tures of "Rugged Water," Irvin Wil-
lat's stirring sea drama for Para-
mount which opens on at
the Willat, a master of
the art of capturing and putting
thrills into motion pictures, had full
scope in this story.

The story deals with the way
Warner Baxter, a young member of
the Setucket life saving station on
Cape Cod, meets his job. Following
the resignation of the captain of the
veteran station he expects as Number
One man of the crew, to be given
command. Instead, Wallace Beery,
an overbearing, blunt, harsh, hulk-
ing man from another station, is
given the place.

Baxter wants to resign but loyalty
to the service and a quick developing
interest in Lois Wilson, Beery's
daughter, make him stay and even
help the new captain, who is inef-
ficient, to hold his job.

Baxter has been made to think by
an ambitious girl in the village near-
by that he has proposed to her, al-
though her interest dies considerably
when he refuses to try and get Beery
in bad grace and to seek the com-
mander's job for himself.

Lois Wilson comes to the station
for another visit and Baxter rescues
her from a dangerous high tide—
love is declared. He has no chance
to tell her about the village girl and
she leaves at once.

which to the roles of lovers in "Rugged Water."

de for Thrills!



RUGGED WATER

D the three-mile limit for and romance.

heroism and daring at sea most thrilling of all Joseph C. Cape Cod novels.

by the man who made 6."

mn Press Advertisement 2A

LIFE-SAVING THRILLER NOVEL BY JOSEPH C. LINCOLN

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When comes the most terrific storm of the season and Beery refuses to take the boat out in the storm even after an S. O. S. call has been received from a wrecked schooner. He insists that God intends to look after the ship without human help. Desperate, Baxter leads a mutiny and takes the boat out. He is hurt during the effort to reach the ship.

This is the beginning of a series of dramatic moments that lead to a characteristic Willat "different" climax. The story was adapted by James Shelley Hamilton from the "best-seller" novel by Joseph C. Lincoln. Miss Wilson, Baxter, Beery and Phyllis Haver are featured in the principal roles. Prominent in this supporting cast are Dot Farley, J. P. Lockney, James Mason and Willard Cooley.

Old Pals

Wallace Beery and Irvin Willat started together on the road to film fame five years ago. The famous actor and noted director were reunited during the filming of "Rugged Water". Willat's latest Paramount production in which Beery is featured with Lois Wilson, Warner Baxter and Phyllis Haver.

The picture that lifted Wallace Beery from the "among those present" class was "Behind the Door," a strong sea story directed by Irvin Willat. It made both men famous.

Like their first venture together, "Rugged Water" deals with the sea. It was adapted from Joseph C. Lincoln's story of the life saving service on Cape Cod. The picture opens at the on next.

It is a spectacular romance-drama of the life-saving service, the sort of actionful outdoor story that Irvin Willat does so well. It begins with a terrific storm in which two men stand out prominently in the New England coast life-saving service. One of them in temporary command of a station leads his crew in an heroic rescue and qualifies to become a permanent commander. The other, older and belonging to another crew, has to be rescued himself, but in such spectacular circumstances that he becomes a national hero and is given the command that the other expected and deserved.

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It quickly develops that Bartlett, a religious fanatic and slightly cracked from his terrible experience, is also somewhat of a coward. Calvin, who rather likes the man, helps him out and covers up his weaknesses. He meets Bartlett's daughter, Norma, and falls in love with her. In a fog he rescues her from drowning and, with her limp body in his arms, kisses her. She responds and leaves him believing they are engaged. Calvin writes a letter to Myra Fuller, telling her he loves another woman, but hasn't the nerve to send it.

In a storm a ship goes on the rocks, and Bartlett, stricken dumb with cowardice, refuses to allow the life boats to go out. Calvin, in a rage, usurps command and supervises the thrilling rescue of the crew of the wrecked vessel. Bartlett is taken sick and Norma, coming to care for him, encounters a garrulous villager who tells her that Calvin Homer mutinied against her father and that, moreover, Calvin has jilted Myra Fuller. Norma is turned against Calvin.

As a result of this, Calvin, now in temporary command of the station, in the midst of a winter of almost continuous shipwrecks, plunges into his work so hard, to forget Norma, that he is soon on the verge of a breakdown. There is another big wreck, and Bartlett, delirious and raving, rushes out of the house, into a lifeboat, and starts rowing out to the wreck amid the crashing breakers. Calvin, also ill, rushes after him and rescues him at the risk of his own life.

Calvin becomes desperately ill, so bad that he cannot be told that Bartlett has died. In his delirium, Calvin talks of Norma, and his kindly old nurse goes to Norma and clears matters up. Calvin, finally well, takes the girl into his arms.

Number One man of the crew is expected to succeed the retiring captain, but politics results in the appointment of Beery, an older man from another station.

Myra Fuller, the vampish village school teacher, played by Miss Haver, who considers herself engaged to Calvin Homer (Warner Baxter), tells him that he must make Beery's position so hard for him that he will be fired for incompetence. This he refuses to do.

Calvin rescues Norma, Capt. Bartlett's (Beery) daughter, from the incoming tide when she is caught in the fog. He fell in love with her the very first day she arrived at the station, and now he cannot resist the temptation to kiss her. He does not propose because he wants first to call off his affair with Myra.

Bartlett's arbitrary methods do not make a hit with the men, and

superior from making a fool of himself, gets in bad with Norma who has found that he was in line for the appointment her father received.

Mutiny

The fiercest storm of the winter drives a schooner aground. Capt. Bartlett, a religious fanatic, refuses to let the crew go out, insisting that he has been talking with God and that He intends to look after the ship without human help.

Homer leads a mutiny, performs a thrilling rescue and gets hurt. Bartlett is fired but refuses to leave the village—God has commanded him to stay there and save lives.

Another storm comes up. Calvin, weak from the effects of the last one, is unable to go out with the crew. Alone in the station, he learns that Capt. Bartlett, raving mad, has escaped from his cottage and gone out to save the ship by himself. Homer, in spite of his injury, goes out and gets him. Bartlett dies on the way to shore. Norma sees from the shore and understands.

Many Laughs

There's quaint Joe Lincoln humor in this story, too. You'll feel sorry for Baxter while you're laughing at him on the occasion of his visit to the high school teacher in the village, a vampish young woman whom he looks upon as a friend and who looks upon him as a "catch."

There's fun in a lot of the action at the life-saving station, in the school teacher's love affair with the old bird who is the town's rich man, at the village store where everything from new babies to international loans and the price of codfish comes up for discussion—where news travels faster than a radio program.

There's nothing halfway about the direction of Irvin Willat; there isn't another man in motion pictures who can put half the concentrated wallop into a sea picture. And he's at his best in "Rugged Water."

The big names in the strong supporting cast include Dot Farley, J. P. Lockney, James Mason, Willard Cooley, Walter Ackerman, Knute Erickson, Thomas Delmar, Jack Byron and Walter and Warren Rodgers. James Hamilton wrote the screen play.

Ship-Shape Paramount Press Ad.



"RUGGED WATER"

AN IRVIN WILLAT PRODUCTION

a Paramount Picture

A ROMANCE of life-saving and love-saving. A smashing melodrama of the sea. For six months the best-selling book in America. By Joseph C. Lincoln.


WITH
LOIS WILSON
WALLACE BEERY
WARNER BAXTER
PHYLLIS HAVER

PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY

Four-column Newspaper Advertisement 4A



Colored Banner 3' x 10', \$2.00



AN IRVIN WILLAT PRODUCTION

WITH
LOIS WILSON, WALLACE BEERY
WARNER BAXTER, PHYLLIS HAVER

a Paramount Picture

"RUGGED WATER"

PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY

BRAVE hearts and strong bodies clashing for love and duty. Heroic action, quaint humor and wholesome romance. A spectacular story of the sea filmed on a "Covered Wagon" scale by the director of "North of 36."

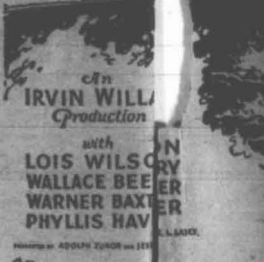
Screen play by - - - James Shelley Hamilton

NOTE—

See two-column ad on first page. Also two one-column production mats and two-column production mat on next page.

In ordering ads and production scenes, be sure to mention numbers under cuts.

Cuts are all 55-screen and reproduce perfectly in any news-



AN IRVIN WILLAT PRODUCTION

WITH
LOIS WILSON, WALLACE BEERY
WARNER BAXTER, PHYLLIS HAVER

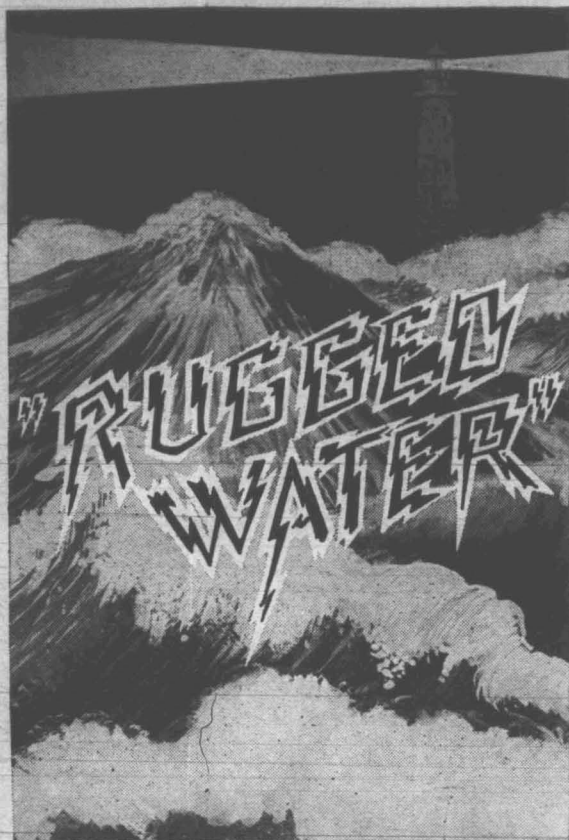
PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY

"RUGGED WATER"

a Paramount Picture

A GREAT story with a big, all-star cast. From the best-selling book by Joseph C. Lincoln.

s Ads and Aids for Local Newspapers



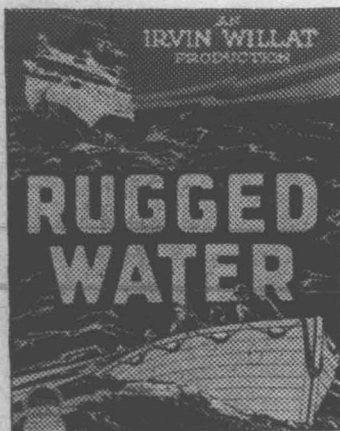
Colored Herald

To the left is illustrated the cover of the attractive four-page colored herald on "Rugged Water." Actual size.

Douple-page center spread contains big scenes from the picture with expert sales talk.

Back page blank for theatre name, play dates, etc.

\$3.00 per 1,000.



One-column Press Ad 1ASX



DARING rescues, battles with the elements, and a sweet love story.

A tale of storms and dangers, of a man's terrific struggle between love and duty.

Made by director of "North of 36."

From the
Cape Cod novel by

Joseph C. Lincoln

Screen play by
James Shelley Hamilton

NEW!

One-col. halftone ad mat made from window card on "Rugged Water."

Something decidedly new and novel in the line of

er ads.

Try it and see how it stands out in local newspapers.

THEATRE NAME

Two-column Supplementary Press Ad 2ASX



ER

ROMANCE of life-
ving and love-sav-
smashing melo-
f the sea.
months the best-
book in America.
h C. Lincoln.

WITH
WILSON
E BEERY
BAXTER
HAVER

OR and JESSE L. LASKY

Production

Wilson, Beery, Baxter, Haver

An IRVIN WILLAT
Production

with
LOIS WILSON
WALLACE BEERY
WARNER BAXTER
PHYLLIS HAVER

Produced by ADOLPH ZUROR and JESSE L. LASKY

**RUGGED
WATER**

A
Paramount
Picture

A GRIPPING melo-
drama of the sea
with a big, all-star
cast.

By Joseph C. Lin.



PHYLIS HAVE
PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY

Four-column Newspaper Advertisement 4A



Colored Banner 3' x 10', \$2.00



'RUGGED WATER'

PRESENTED BY
ADOLPH ZUKOR
JESSE L. LASKY

BRAVE hearts and strong bodies
clashing for love and duty.
Heroic action, quaint humor and
wholesome romance. A spectacular
story of the sea filmed on a "Covered
Wagon" scale by the director of
"North of 36."

Screen play by - - - James Shelley Hamilton
From the best selling novel by Joseph C. Lincoln

Two-column Supplementary Press Ad 2AS

NOTE—

See two-column ad
on first page. Also
two one-column pro-
duction mats and two-
column production
mat on next page.

In ordering ads and
production scenes, be
sure to mention num-
bers under cuts.

Cuts are all 55-
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paper.



LOIS WILSON, WALLACE BEERY AND WARNER BAXTER IN A SCENE
FROM THE PARAMOUNT PICTURE "RUGGED WATER" AN IRVIN WILLAT PRODUCTION

Three-column Production Mat 3P

AN IRVIN WILLAT
Production

with
LOIS WILSON
WALLACE BEERY
WARNER BAXTER
PHYLIS HAVES



A GREAT
drama
with a
cast.
From
the best
novel
of the
sea
Best
story

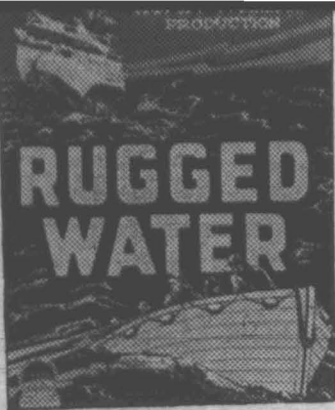
One-column



"RUGGED
WATER"

AN adventure
stormy
emotions.
From the
novel by
Joseph C.
Lincoln
of "Shaving
the Tide."

One-column



One-column Press Ad 1ASX

NEW!

One-col. halftone ad mat made from window card on "Rugged Water."

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DARING rescues, battles with the elements, and a sweet love story.

A tale of storms and dangers, of a man's terrific struggle between love and duty.

Made by director of "North of 36."

From the
Cape Cod novel by

Joseph C. Lincoln

Screen play by

James Shelley Hamilton

THEATRE NAME

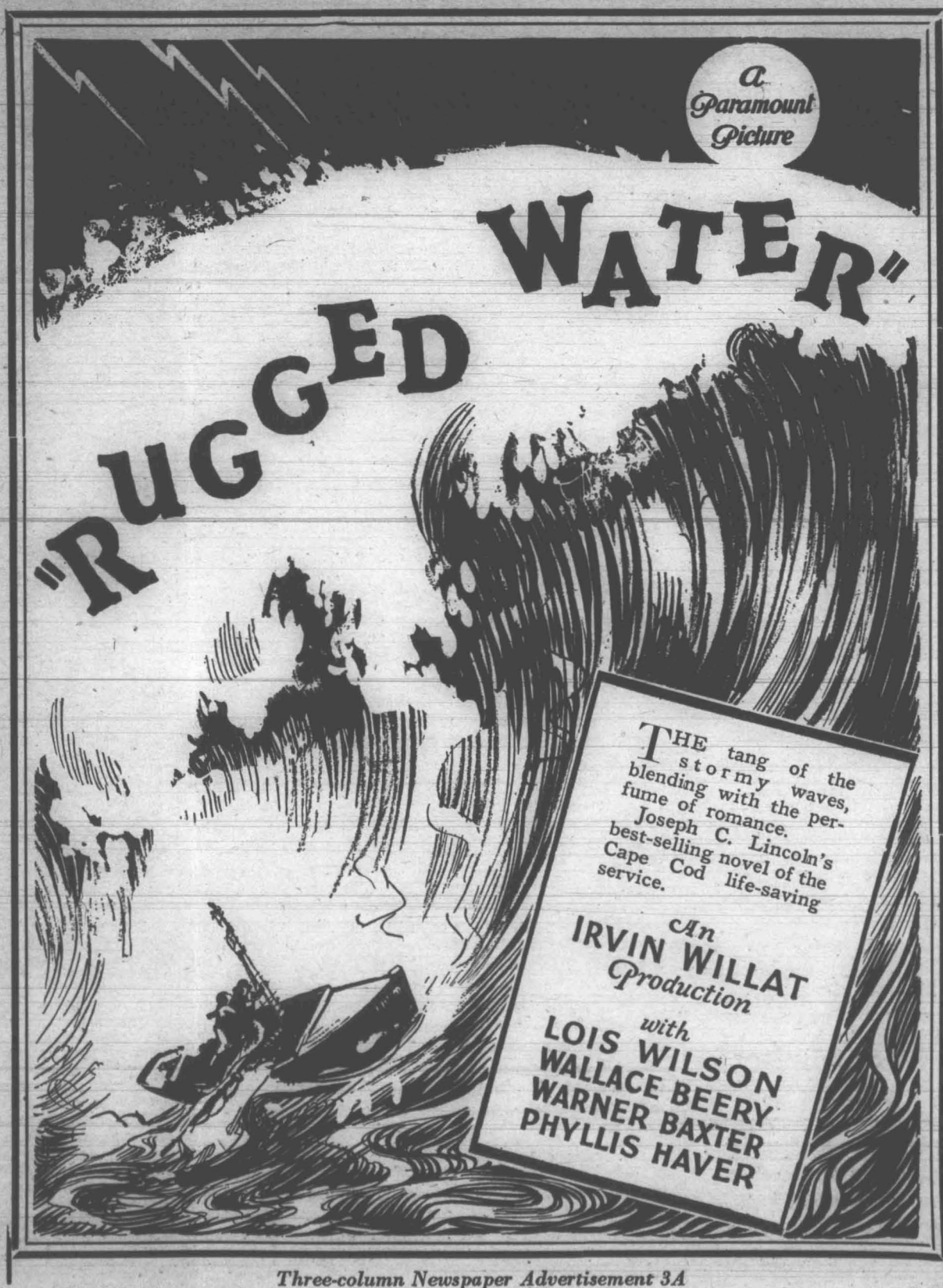
Two-column Supplementary Press Ad 2ASX



One-column Press Ad 1AX



One-column Press Ad 1AS



Three-column Newspaper Advertisement 3A

Publicity Stories That Mean Cl

"Rugged Water" Fine Cape Cod Sea Story

Joseph C. Lincoln "Best-Seller"
Filmed by Paramount

(Synopsis Story)

NO walk of life is more fraught with drama or danger than that of the United States Life-Saving Service on treacherous Cape Cod. Every thrill experienced by the courageous men, who daily gamble their own lives against the fury of the elements in an effort to save other lives, is depicted in "Rugged Water," Irvin Willat's new production for Paramount, which opens a run of... days at the..... on.....

In the screen story Warner Baxter expects, as Number One man of the Setucket live saving station, to succeed the retiring captain, but politics result in the appointment of a man from another station, Wallace Beery, who arrives with his daughter, Lois Wilson, upbraids the crew for no reason at all, insults Baxter and gets himself disliked generally.

Baxter's rapidly developing interest in Lois Wilson causes him to remain at his post instead of resigning. When he rescues her from the incoming tide she begins to feel a deeper interest in him. He feels he cannot yet propose to her because, due to his lack of knowledge of women, he has permitted an ambitious girl in the neighboring village to make him think he has proposed to her. She wants him to make Beery's work so hard for him he'll be fired for incompetence. But Baxter, chiefly because of Lois Wilson, protects the tyrannical captain's job.

The worst storm of the winter comes and Beery delays going out after an S.O.S. signal has been given. He insists God intends to look after the ship without human help. Baxter then leads a mutiny and launches the life-boat into the raging sea.

The events that lead to the climax from this point make the finish unusually dramatic, the kind that has come to be expected in all Irvin Willat pictures.

"Rugged Water" was adapted by James Shelley Hamilton from Joseph C. Lincoln's novel of the same name. Miss Wilson, Baxter, Beery and Phyllis Haver are featured in the cast, which includes, among others, Dot Farley, James Mason, Willard Cooley, Jack Byron and Warren Rodgers.

Remember the all color-picture, "Wanderer of the Wasteland," and "North of 36" and "The Mail"? Willat made those.

Baxter Has Responsible Role in "Rugged Water"

Warner Baxter has played a hundred screen roles but he never hopes to play one with a greater responsibility than that which was imposed upon him in the part of the Number One man of a life saving crew in "Rugged Water," Joseph C. Lincoln's story of Cape Cod which Irvin Willat produced for Paramount.

"There are heroes everywhere," says Baxter, "but there can be no men braver than the members of the life-saving stations of the Coast Guard. To be cast in the role of one of these men is a mighty big job for any actor.

"They are real men, through and through. No amount of money can repay a man for risking his life. They offer their lives without a thought. They are drowned, they are crushed by falling spars and shifting cargoes, they are chewed by wreckage and frozen at their oars, yet they look at

LIFE-SAVER



WARNER BAXTER
IN THE PARAMOUNT PICTURE
"RUGGED WATER"

Production Mat 1PA

Lois Wilson Mariner in "Rugged Water" Film

LOIS Wilson would rather be a mariner than a cowgirl any day.

She has tackled both vocations, on the screen, and without reservations of any kind has voted for a life on the bounding main.

After a year of almost continuous screen work in western stories in which she appeared astride a pony, she has come to a role which shows her as the daughter of a Coast Guard station keeper, a capable girl reared by the sea and thoroughly acquainted with nautical terms and people.

The change was brought about in "Rugged Water," Joseph C. Lincoln's stirring story of the life saving service on Cape Cod, which Irvin Willat produced for Paramount. Long and difficult location trips to the North Pacific coast, where many of the difficult storm and rescue scenes were made, failed to lessen her enthusiasm.

Miss Wilson, Warner Baxter, Wallace Beery and Phyllis Haver are featured in the production, scheduled for the..... Theatre next

Joseph C. Lincoln Novel New Paramount Picture

Lessons in life saving on a major scale are given in "Rugged Water," Joseph C. Lincoln's stirring story of the United States Life-Saving Service, an Irvin Willat-Paramount production, which comes to the..... on.....

It would be impossible for any one screen production to show at length all the wonders performed by the gallant members of the life saving service, now called the Coast Guard, but Willat has incorporated some of them into this tale. The lifeboat, the surfboat, the breeches buoy, the life car, the Coston signal lights, a few ropes and buoys and spars, a little beach cart to carry the apparatus from the shore to aid those in distress at sea—with these simple arms the men of the firing line of the sea save thousands of lives and hundreds of thousands of dollars' worth of property.

Wallace Beery is shown as captain

Specials

Filming of "Rugged Water" Recalls "Greatest Rescue"

RESCUING seven exhausted but uninjured men and three badly injured ones, alone, from a stranded vessel, in a hundred and twenty mile an hour gale is the most historic, the most talked of feat in the history of the United States Life-Saving Service, now a part of the Coast Guard.

This is the sort of thing that prompted Paramount to make a motion picture showing the heroism of the unsung heroes, who protect life and property on all the American coasts. "Rugged Water," Joseph C. Lincoln's dramatic story of Cape Cod at the..... this week, is the result. It was directed by Irvin Willat under many hardships, difficulties and dangers, which always confront the maker of this type of picture. Lois Wilson, Warner Baxter, Wallace Beery and Phyllis Haver have the featured roles.

The chief figure in the stirring rescue, which is related by C. H. Claudy in "Sea Power," was Erasmus Midgett, Gull Shoal Station, on Cape Hatteras.

"It was years ago," says Claudy, "but although other gold medals have been given other men as brave and as self-sacrificing since, no man has as yet done single handed what Midgett did. Midgett was on patrol. He could see little, hear less. He could hardly walk for the wind, and see not at all for the flying spume, the spray. And the roar was too great to hear anything, had there been anything to hear.

The Wreck

"But Midgett found a wreck, a vessel, rapidly breaking up, rammed into the shore, surrounded by waves which hid her from sight one instant, which showed her bottom the next.

"To get help meant a three hour trip back to the station and forward with men and apparatus. In that wind, three hours would be good time—and three hours meant death to all on board.

"So Midgett did the job himself. Seven times he ran down a retreating wave, caught a man as he jumped into his arms and swam, scrambled, struggled, fought back thru the undertow..... to the beach. Those he could not help-

less, worn out with their struggle with the sea, exhausted. They were but limp bodies from which the strength had gone. Midgett might well have joined them after the seventh trip. But they told him, these rescued men, told him with gasps and sobs, of three more, injured by falling wreckage, lashed to the rail, the mast, the gear.

Back Again

"Midgett drew a long breath and went back. This time he had first to climb up ropes' ends to the deck. It's a man's job for a rested body. It's a hero's job for an exhausted one. And Midgett had been seven times down into the Valley of the Shadow and it had taken every ounce he had to win back again, each time with a life. Yet somewhere he got the strength. Perhaps a Hand was held out to him. At least, three times, each time with an injured man on his back or in his arms, he jumped from the deck to the crested top of a vicious comber, committed his body to the storm and his soul to God and rode the wave to shore, there to fight the good fight once again, that undertow and the wind

Dramatic Story Life

(Synopsis)

Irvin Willat's production of "North of 36" with "Rugged Water" mount screen yet. C. Lincoln novel "Life-Saving Service"..... The a.... days' run..... Lois Wilson lace Beery an featured roles. the story:

When a vacancy of the Station, pride coast, Calvin upstanding young man in the crew. the job. So doo cluding Myra Fu Haver, the school vamp. She goes fore he quite l about gets herse

But, meantime, occurred at a ne which the entire ception of Capt. while attemptin hailed as a hero newspaper bunk of the Setucket terly disappoint ever, to stick it that is in him

It quickly dev religious fanati anced by his is also somewh vin, who rather because of his ma's sake than him out and co In a fog H from drowning, mance begins. waiting till he with Myra.

LOIS WILSON
PICTURE

"Rugged Water" Bravery

"Ye can't tell re never dead. Keeper as won't —he's a cur!"

That's the way United States about the service member.

Little honored the members of stations along t and Great Lake probably the me men in the Ameri rescue approxima millions of dolla ing their lives is

Showing the lives of these Irvin Willat too, he began the "Rugged Water," Joseph

Clear Sailing for "Rugged Water"

Story of the Life-Saving Service (Synopsis Story)

Willat follows his production of "North of 36" and "The Air Mail," a Paramount production of the Joseph C. Lincoln story of Cape Cod, coming to the theatre on.....for

Warner Baxter, Wallace Beery and Phyllis Haver. Here's the gist of

It occurs in the cap-tucket Life Saving-Station of the New England coast, a fine man and the best believes he will get everyone else, in-der, played by Miss teacher and village after Calvin and be-comes what it's all engaged to him.

an accident has oc-curring station in-crew, with the ex-Bartlett, is drowned a rescue. He is and on the wave of um he is made head station. Homer, bit-ter, determines, how-ut and give the best his new Chief.

lops that Bartlett, a and slightly unbal-terrible experience, of a coward. Cal-likes the man—more pretty daughter Nor-anything else—helps ers up his weakness. mer rescues Norma and a beautiful ro-He does not propose, breaks off his affair Myra.

In a storm a ship goes on the rocks, and Bartlett, stricken dumb with cowardice, refuses to allow the life boat to go out. Calvin, in a rage, takes it upon himself to command the boat and supervises a thrilling rescue. Bartlett is taken sick, and his daughter cares for him. She hears of Homer's mutiny, misinterprets his actions and turns against him.

As a result of this, Homer, now in temporary command of the station, in the midst of a winter of almost continuous shipwrecks, plunges into his work so hard to forget the girl that he is soon on the verge of a breakdown. There is another big wreck, and Capt. Bartlett, delirious, rushes out alone to the rescue. Calvin, also in a weakened condition, goes after him, and there's an un-forgettable scene when the two men meet out on the mountainous waves.

Of course, everything turns out all right, but you can bet your life it's a thriller while it lasts.

New Willat-Paramount Romance-Drama of the Sea

"Rugged Water," a story with plenty of action, interesting characters, and opportunities for beautiful and novel settings in a lighthouse and on sinking vessels, heads the bill at the.....Theatre all this week.

The story is an adaptation by James Hamilton of the Cape Cod novel by Joseph C. Lincoln. Irvin Willat, who made "North of 36" and "The Air Mail," produced the story for Paramount. Lois Wilson, Warner Baxter, Wallace Beery and Phyllis Haver are featured in the cast.

"Rugged Water" is a romantic-drama of the storms and dangers of the New England coast, rich in Lincoln humor. It's a story of the life-saving service, a real "he-man" tale of real "he-men."

Among the more prominent names in the supporting cast are Dot Farley, James Mason and Willard Cooley.



LOIS WILSON AND WARNER BAXTER IN THE PARAMOUNT PICTURE "RUGGED WATER" AN IRVIN WILLAT PRODUCTION

Two-column Production Mat 2P

"Rugged Water" Story of Bravery and Daring at Sea

He can't tell you he's never dead 'til ye're stiff. A Keeper's a cur!

That's the way every man in the Coast Guard feels at the service of which he is a member.

Little honored and quite unsung, members of the four hundred along the Atlantic, Pacific Great Lakes Shores, constitute the most heroic band of in the Americas. Each year they save approximately 2,000 lives and millions of dollars in property. Risk their lives as part of their work.

Living the drama in the daily lives of these heroes was the task Willat took upon himself when he began the story of "Rugged

a beautiful romance, which, however, ends abruptly when the girl learns that Baxter had been in line for her father's job and things happen that bring her to believe that he is working against Captain Bartlett.

A smashing, crashing wreck scene at the climax of the production straightens things out for everyone concerned.

Here's just the kind of a hammer-and-tong outdoor story Willat does so well. "North of 36" brought him into the desert; "The Air Mail" took him into the air, and now in "Rugged Water" he shows you what he can do at sea. But it's not his first sea picture. Remember "Behind the Door" some years back? Willat made that one, and you can bet the theatre chairs didn't have a chance to get dusty when that one ran.

Ocean Storms, Shipwrecks in Paramount's "Rugged Water"

Reviews

"Rugged Water"

"RUGGED Water," by Joseph C. Lincoln, for months actually the best-selling novel of 1925, yesterday came to the screen at the..... Theatre as an Irvin Willat production for Paramount, featuring Lois Wilson, Warner Baxter, Wallace Beery and Phyllis Haver.

There is flavor to a Lincoln story, and this one is surely salty with it. The scene for the most part is laid at the Setucket Life-saving Station on Cape Cod.

In the foreground is Calvin Homer, brave, honest, pure gold, though shy with the ladies. He is the natural successor to the late keeper of the light and in a thrilling storm proves his mettle.

When another is appointed to the place over his head, the situation is an interesting one to say the least. Furthermore, delightful Norma Bartlett is the daughter of the new keeper—these two complications afford opportunity for the type of plot at which Mr. Lincoln excels and the type picture at which Irvin Willat excels.

The finest sea shots the screen has ever seen are features of "Rugged Water." There's action and thrills—plus and wholesome romance. The novel was a best-seller, but the picture should prove just twice as popular.

Baxter is cast in the role of Calvin Homer. Wallace Beery is Captain Bartlett, new Chief of the Setucket Light, a religious fanatic and a coward at heart. Lois Wilson is his daughter Norma, while Phyllis Haver is cast in the role of Myra Fuller, town schoolteacher and vamp.

Dot Farley and others just as well known appear in the supporting cast of the production which was written for the screen by James Shelly Hamilton.

Great Willat Sea Story At the Rialto Theatre

A story of the storms and dangers of the New England coast, of a life-saver and his battle to keep the record of his station clean, though ambition and love and even honor tempt him to forget that duty.

That's what one finds this week at the..... Theatre, where the Irvin Willat-Paramount production, "Rugged Water," from the novel by that name by Joseph C. Lincoln, author of "Fair Harbor," "Shavings," etc., is the feature.

"Rugged Water," one of the best-selling novels this country has ever known, has lent itself to perfect screen adaptation. Featured in the leading roles of the picture are Lois Wilson, Warner Baxter, Wallace Beery and Phyllis Haver.

The scenes are laid in and about the Setucket Life Saving Station on Cape Cod. Baxter, Number One man on the crew, is the logical successor to the position of the retiring captain, but a little red tape results in the appointment of an older man from a nearby station. The men do not take to him any too well, but Calvin Homer (Baxter), who is heart and soul in the service, puts every ounce of energy into serving his new Chief and covering up the Captain's blunders, for he has discovered that he is in love with Norma, Bartlett's daughter.

A storm comes up, and Captain Bartlett shows his true colors by re-

Big Featured Cast In "Rugged Water"

Lois Wilson, Baxter, W. Beery and Phyllis Haver Featured

A STRANGE assortment of men, many of whom never had seen a motion picture camera, were selected by Irvin Willat for some of the most important roles in "Rugged Water," his newest production for Paramount.

There were about a dozen of them altogether. Some of them were handsome, although none was in the "sheik" class. All were he-men.

They appear as members of a Coast Guard station in this dramatic Joseph C. Lincoln story of Cape Cod and the director selected the men that fitted the roles.

The best men of the life saving stations are over forty. Many in their prime are over fifty. Usually they are quiet, dignified, slow speaking, quick acting Americans. The men who appear as the crew of a Cape Cod station in "Rugged Water" are of this type.

Because they obeyed every order to the letter they proved to be far more than ordinary actors.

Featured in the principal roles of the production, due for showing at the..... Theatre on..... are Lois Wilson, Warner Baxter, Wallace Beery and Phyllis Haver. Other big names are Dot Farley, J. P. Lockney, James Mason, Willard Cooley and Walter and Warren Rodgers.

James Shelley Hamilton adapted the story for the screen.

Players Exhibit Swimming Prowess in "Rugged Water"

Swimming was a necessary talent among the players in "Rugged Water," Joseph C. Lincoln's story of the life saving service on Cape Cod which Irvin Willat produced for Paramount.

Every player in the picture with the exception of Lois Wilson was called upon to do some first class swimming, and even Miss Wilson is a strong swimmer, although she was not required to prove her skill in this line before the camera.

There's no telling how many miles Warner Baxter, featured with Miss Wilson, Wallace Beery and Phyllis Haver in the story, swam during filming of scenes.

Baxter himself believes it was a thousand.

At any rate, playing the role of Number One man of a coast guard station, he ploughed through endless briny waves almost daily throughout the period of filming of the picture.

The need of natatorial ability was illustrated more than once. On one occasion Baxter jumped overboard from a dory and kept Wallace Beery afloat for several minutes after the latter had been stunned and thrown into the water by a flying boom.

"Rugged Water," which opens at the..... tomorrow, was written for the screen by James Hamilton. Dot Farley, Willard Cooley, Walter Ackerman and others play in support of the principals.

Heroes of Coast Guard In New Paramount Film

Little-known heroes, in the persons of members of the Coast Guard, have taken their places as heroes of the screen.

These men, often ill paid for the work they do, that of saving lives on the east and west coasts and Great Lakes shores, and salvaging millions of dollars worth of shipping property, are pictured by Irvin Willat in Joseph C. Lincoln's story of the life saving service on Cape Cod, "Rugged Water."

The members of the service, leading lives easily as hazardous as any troops in the world war, are frugal of words. The typical surfman is quiet, dignified, slow speaking, quick acting. The best men in the life

lack of knowledge of women, he has permitted an ambitious girl in the neighboring village to make him think he has proposed to her. She wants him to make Beery's work so hard for him he'll be fired for incompetence. But Baxter, chiefly because of Lois Wilson, protects the tyrannical captain's job.

The worst storm of the winter comes and Beery delays going out after an S.O.S. signal has been given. He insists God intends to look after the ship without human help. Baxter then leads a mutiny and launches the life-boat into the raging sea.

The events that lead to the climax from this point make the finish unusually dramatic, the kind that has come to be expected in all Irvin Willat pictures.

"Rugged Water" was adapted by James Shelley Hamilton from Joseph C. Lincoln's novel of the same name. Miss Wilson, Baxter, Beery and Phyllis Haver are featured in the cast, which includes, among others, Dot Farley, James Mason, Willard Cooley, Jack Byron and Warren Rodgers.

Remember the all color-picture, "Wanderer of the Wasteland," and "North of 36" and "The Air Mail"? Willat made those.

Baxter Has Responsible Role in "Rugged Water"

Warner Baxter has played a hundred screen roles but he never hopes to play one with a greater responsibility than that which was imposed upon him in the part of the Number One man of a life saving crew in "Rugged Water," Joseph C. Lincoln's story of Cape Cod which Irvin Willat produced for Paramount.

"There are heroes everywhere," says Baxter, "but there can be no men braver than the members of the life-saving stations of the Coast Guard. To be cast in the role of one of these men is a mighty big job for any actor.

"They are real men, through and through. No amount of money can repay a man for risking his life. They offer their lives without a thought. They are drowned, they are crushed by falling spars and shifting cargoes, they are chewed by wreckage and frozen at their oars, yet they look at death without blanching or trembling. They're men."

In addition to Warner Baxter the featured players in "Rugged Water," which was made in the face of many difficulties, dangers and hardships, are Lois Wilson, Wallace Beery and Phyllis Haver.

Dot Farley heads the supporting cast in the production which will be shown at the.....Theatre on.....next to remain for...days.

"Oh, Pop!"

Wallace Beery makes his first appearance as a screen father in "Rugged Water," Joseph C. Lincoln's dramatic story of the life saving service on the New England coast. Beery is shown as the captain of a station and the father of Lois Wilson.

Far from objecting to being given a paternal role, Beery was more pleased than anyone else. It is his firm belief that continued screen success depends on a player's making each succeeding characterization definitely different from the preceding ones, and he believed that in "Rugged Water" he has a more than good opportunity.

Warner Baxter is featured with Beery, Lois Wilson and Phyllis Haver in this picture, which is Irvin Willat's latest Paramount production, due for a....days' run at the.....Theatre on.....next.

"No era of fiction writing is complete without one novelist or more whose name becomes a household word. Previous epochs have had their popular idols, but few have exceeded in popularity our own Joe Lincoln" — "The Boston Evening Transcript."

"Mr. Lincoln does not belong to the rose-pink sentimental school. His books have a clear sincerity. He knows his characters through and through. He commands a lucid style. His humor shines from every page."—The Atlantic Monthly

the screen, and without reservations of any kind has voted for a life on the bounding main.

After a year of almost continuous screen work in western stories in which she appeared astride a pony, she has come to a role which shows her as the daughter of a Coast Guard station keeper, a capable girl reared by the sea and thoroughly acquainted with nautical terms and people.

The change was brought about in "Rugged Water," Joseph C. Lincoln's stirring story of the life saving service on Cape Cod, which Irvin Willat produced for Paramount. Long and difficult location trips to the North Pacific coast, where many of the difficult storm and rescue scenes were made, failed to lessen her enthusiasm.

Miss Wilson, Warner Baxter, Wallace Beery and Phyllis Haver are featured in the production, scheduled for the.....Theatre next.....

Joseph C. Lincoln Novel

New Paramount Picture

Lessons in life saving on a major scale are given in "Rugged Water," Joseph C. Lincoln's stirring story of the United States Life-Saving Service, an Irvin Willat-Paramount production, which comes to the.....on.....

It would be impossible for any one screen production to show at length all the wonders performed by the gallant members of the life saving service, now called the Coast Guard, but Willat has incorporated some of them into this tale. The lifeboat, the surfboat, the breeches buoy, the life car, the Coston signal lights, a few ropes and buoys and spars, a little beach cart to carry the apparatus from the shore to aid those in distress at sea—with these simple arms the men of the firing line of the sea save thousands of lives and hundreds of thousands of dollars' worth of property.

Wallace Beery is shown as captain of a coast guard station in "Rugged Water" while Warner Baxter appears as the Number One of his crew. Lois Wilson and Phyllis Haver complete the featured cast.

"No discriminating person who reads a novel by Joseph C. Lincoln is surprised at his popularity. Mr. Lincoln is human, and has faith in the goodness of his fellowmen, and he gets this into his books. As people are pretty decent and have faith in one another, they are pleased to find a writer who devotes himself to exhibiting the better side of humanity with a kindly humor and a tolerance for their failings."—Philadelphia Public Ledger

PARAMOUNT EXPLOITEERS

HERE are the trained showmen assigned each Paramount exchange exclusively for the purpose of helping you put your pictures over. Get in touch with your exploiteer:

BALSLEY, LEE D.	265 South Front Street.	Memphis, Tenn.
BIRCH, AL G.	1625 Court Place.	Denver, Colo.
CALLAHAN, JOHN.	134 Meadow St.	New Haven, Conn.
CORCORAN, EDWARD F.	119 Seventh St.	Milwaukee, Wis.
CUNNINGHAM, EARL.	110-112 W. 18th St.	Kansas City, Mo.
DANZIGER, WILLIAM.	Pioneer & Broadway.	Cincinnati, O.
DUNHAM, CURTIS.	300 S. Jefferson St.	Dallas, Tex.
EAGLES, HARRY C.	2017 Third Avenue.	Seattle, Wash.
FRANKLIN, KENTON.	514 West Grand Ave.	Oklahoma City, Okla.
GAMBRILL, GEORGE.	3721 Washington Blvd.	St. Louis, Mo.
GEYER, ERNEST.	51 Luckie St.	Atlanta, Ga.
HAAS, J. A.	444 Glisan St.	Portland, Ore.
HELLMAN, JACK.	1100 First Avenue N.	Minneapolis, Minn.
KANTNER, OSCAR.	201 Golden Gate Ave.	San Francisco, Cal.
MALONE, TED.	211 South Mint Street.	Charlotte, N. C.
MC CONVILLE, JOHN P.	3 Shawmut St.	Boston, Mass.
		(and Portland, Me.)
MENDELSSOHN, WILLIAM.	1563 East 31st St.	Cleveland, O.
MCNERNEY, JOHN E.	206 Victoria St.	Toronto, Can.
MOON, RUSSELL B.	1327 S. Wabash Ave.	Chicago, Ill.
PICKERING, HAROLD W.	133 E 2nd South St.	Salt Lake City, Utah
PUTNAM, LUTHER L.	501 Soledad Street.	San Antonio, Tex.
RENAUD, KENNETH.	2949 Cass Avenue.	Detroit, Mich.
ROBSON, WILLIAM N.	1015 Forbes St.	Pittsburgh, Pa.
SWIFT, HARRY.	924 S. Olive St.	Los Angeles, Cal.
WALL, EDWARD J.	1101 N. Capitol Ave.	Washington, D. C.
WATERSTREET, IRVIN A.	116 W. Michigan St.	Indianapolis, Ind.
WIEST, JAMES M.	110 North Lee St.	Jacksonville, Fla.
WILLIAMS, GEORGE E.	254 Franklin St.	Buffalo, N. Y.
WRIGHT, WILLIAM H.	251 N. 5th St.	Columbus, Ohio
ZELTNER, IRWIN.	43 N. State St.	Wilkes-Barre, Pa.

have been given other men as brave and as self-sacrificing since, no man has as yet done single handed what Midgett did. Midgett was on patrol. He could see little, hear less. He could hardly walk for the wind, and see not at all for the flying spume, the spray. And the roar was too great to hear anything, had there been anything to hear.

The Wreck

"But Midgett found a wreck, a vessel, rapidly breaking up, rammed into the shore, surrounded by waves which hid her from sight one instant, which showed her bottom the next.

"To get help meant a three hour trip back to the station and forward with men and apparatus. In that wind, three hours would be good time—and three hours meant death to all on board.

"So Midgett did the job himself. Seven times he ran down a retreating wave, caught a man as he jumped into his arms and swam, scrambled, struggled, fought back thru the undertow to the

beach. Those he could not help, less, worn out with the struggle with the sea, exhausted. They were but limp bodies from which the strength had gone. Midgett might well have joined them after the seventh trip. But they told him, these rescued men, told him with gasps and sobs, of three more, injured by falling wreckage, lashed to the rail, the mast, the gear.

Back Again

"Midgett drew a long breath and went back. This time he had first to climb up ropes' ends to the deck. It is a man's job for a rested body. It's a hero's job for an exhausted one. And Midgett had been seven times down into the Valley of the Shadow and it had taken every ounce he had to win back again, each time with a life. Yet somewhere he got the strength. Perhaps a Hand was held out to him. At least, three times, each time with an injured man on his back or in his arms, he jumped from the deck to the crested top of a vicious comber, committed his body to the storm and his soul to God and rode the wave to shore, there to fight the good fight once again, that undertow and the wind not cheat him of his salvage.

"Then he laid down on the sand and rested half an hour. The ship went to pieces while he rested. Then Midgett tramped three miles to the station and brought the crew to look after the men he had rescued."

—and this is but an example of what the members of the Life-Saving Service go through practically every day of their lives.

In "Rugged Water" there are several thrilling rescues, the like of which have never before been seen upon the screen. James Shelley Hamilton adapted the story. Dot Farley, J. P. Lockney, James Mason, Willard Cooley and others appear in the supporting cast.

ma's sake than anything else. In a fog Haver rescues him out and covers up his face from drowning, and a romance begins. He does not wait till he breaks off with Myra.



LOIS WILSON AND PICTURE "RUGGED WATER"

"Rugged Water" Story Bravery and Daring

"Ye can't tell 'til ye've been never dead 'til ye've been kept alive by a man who's a cur!"

That's the way every man in the United States Coast Guard looks about the service of which he is a member.

Little honored and quiet the members of the four stations along the Atlantic and Great Lake Shores, probably the most heroic men in the Americas. Each rescue approximately 2,000 millions of dollars in property and their lives is a part of the drama.

Showing the drama in lives of these heroes was Irvin Willat too upon him he began the story of "Rugged Water," Joseph C. Lincoln's story of the life saving service on Cape Cod. With the aid of ace cameraman, Al Gilks, "The Air Mail," and a cast of players, including Lois Wilson, Warner Baxter, Wallace Beery and Phyllis Haver in featured roles "Rugged Water" is the Lincoln novel in picture form.

Joseph C. Lincoln Novel Big Paramount

"Rugged Water," the novel by Joseph C. Lincoln comes to the.....on....., is packed with action, quaint humor and romance. It is a spectacular romance of the life-saving service on Cape Cod, which was for the screen by James Shelley Hamilton, are Lois Wilson, Warner Baxter, Wallace Beery and Phyllis Haver.

Joseph C. Lincoln's story to the hundreds of thousands is as popular in his part as Zane Grey is in his. "Rugged Water," which is told, as a author's tales of the sea. Cape Cod, opens at Seton Saving Station. There is in the captain's post and Baxter, playing Number One of the crew, thinks he is got the job, so does everyone else a man from a nearby station survivor of a great sea battle which his entire command was out, is given the appointment. Baxter, of course, is a bit but determines to forget his it and continue serving his as was his custom.

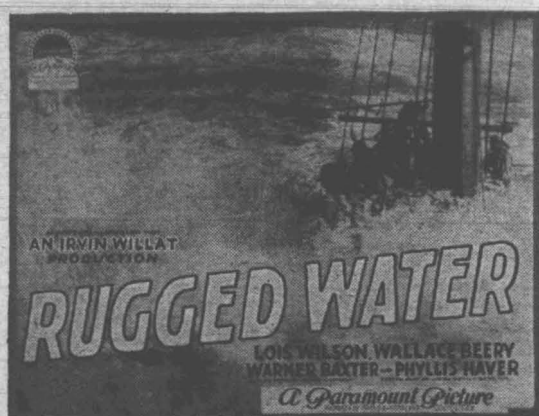
It develops that Capt. (Beery) has a very beautiful daughter, Norma, played by Miss An obliging tide comes in at her on a reef. Baxter goes to rescue, and that's the beginning

Baxter and Wallace Beery are featured with Lois Wilson and Phyllis Haver in the principal roles of the production. Dot Farley heads the supporting cast which includes, among others, J. P. Lockney, James Mason Willard Cooley, Jack Byron and Walter and Warren Rodgers.



An Irvin Willat Production PARAMOUNT PAPER THA

"If It's Worth Running, It's



SET OF EIGHT COLORED LOBBY CARDS

Price List for Advertising Material

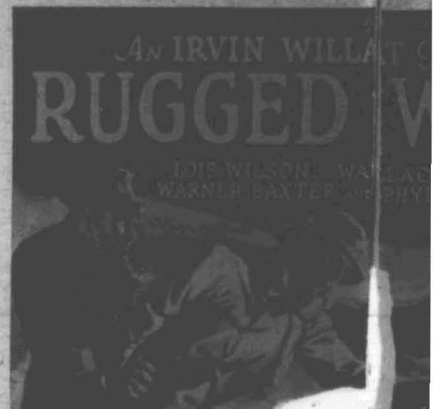
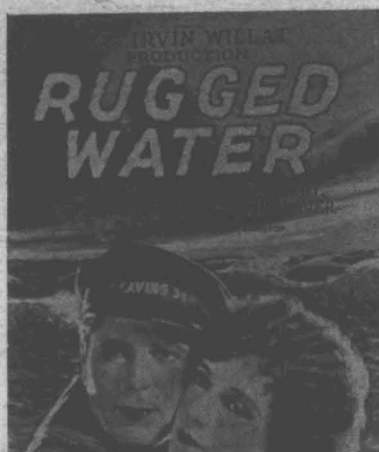
All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

NOTE:—Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

For Outdoor Advertising		Supplementary (Two Column) (Adv. Only)...	
POSTERS		Three Column	.15
One Sheet (1A and 1B).....	.15	Four Column (Adv. Only).....	.25
Three Sheet (3A and 3B).....	.45	FOR GENERAL EXPLOITATION	
Six Sheet (6A).....	.75	GILT-EDGED FRAMES, (Size 17 x 43 in.)...	1.50
Twenty-four Sheet (24A).....	2.40	Insert Cards (14 x 36 in. to fit above).....	.25
3' x 10' Banner.....	2.00	22 x 28 Gilt Frames.....	1.50
PHOTOS FOR YOUR LOBBY		Combination Lobby Frames.....	2.00
22 x 28 (Colored).....	.40	Combination 24" Frames.....	.15
11 x 14 Set of Eight (Colored).....	.80	FOR NEWSPAPER ADS	
ADVERTISING CUTS		MATS, ADVERTISING, PRODUCTION, ETC.	
One Column.....	.35	One Column.....	.05
Two Column.....	.65	Two Column.....	.10
Supplementary (Two Column).....	.25		

Press Books and Music Cues are gratis.

Don't keep the pictures you run
a secret. There's cash in the
flash of peppy Paramount paper!



Colored Insert

NEW-STYLE FI

Two new items have been

and classy cardboard frame
still. Suitable for the hig
dows and store displays.
tors, 15c each. The other
tion 22 x 28 lobby frame w
dates either four 11 x 14"
It sells for \$2.00. The
frames, at \$1.50 each, are a

Production, "Rugged Water" THAT PACKS THE PUNCH

ning, It's Worth Advertising"



CLASSY LOBBY PHOTOS—EACH 11" x 14"

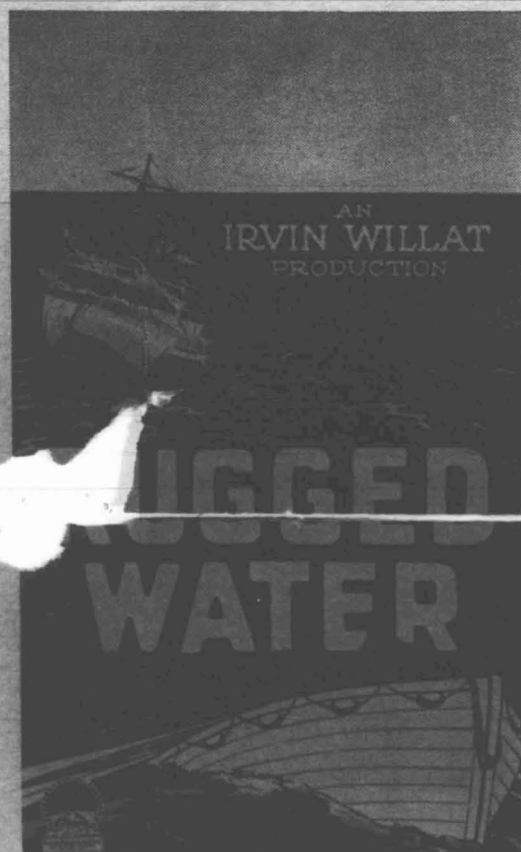
WINDOW CARD

On the left is a reproduction of the window card on "Rugged Water."

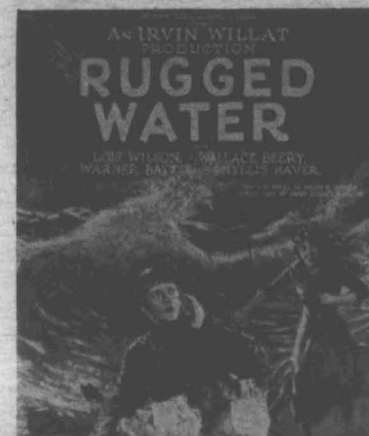
The original is a beauty—strikingly colored and a positive eye-catcher.

At 7c apiece, you'll surely want a lot of them to distribute in your local stores.

Your exchange has samples.



Put the picture over the top by putting posters over the town. Here are real business-getters!



Colored Insert Card

W-STYLE FRAMES

Items have been added to Paramount's new line of window cards. One is a new cardboard frame to hold a single window card for the highest class window displays. Price to exhibitors, 25c each. The other is a combination lobby frame which accommodates four 11 x 14's or a 22 x 28. Price to exhibitors, \$2.00. The plain 22 x 28 frame, \$1.50 each, are also available.

AN IRVIN WILLAT PRODUCTION
RUGGED WATER
LOUISE BRIDGES WALLACE BEERY
WARREN BAXTER PHILLIPS HAYES





SET OF EIGHT COLORED LOBBY CARDS

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All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

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For Outdoor Advertising	
POSTERS	
One Sheet (1A and 1B).....	.15
Three Sheet (3A and 3B).....	.45
Six Sheet (6A).....	.75
Twenty-four Sheet (24A).....	2.40
3' x 10' Banner.....	2.00

PHOTOS FOR YOUR LOBBY	
22 x 28 (Colored).....	.80
11 x 14 Set of Eight (Colored).....	.80
For Newspaper Ads	
ADVERTISING CUTS	
One Column.....	.35
Two Column.....	.45
Supplementary (Two Column).....	.25
MATS, ADVERTISING, PRODUCTION, ETC.	
One Column.....	.05
Two Column.....	.10

Supplementary (Two Column) (Adv. Only).....	.10
Three Column.....	.15
Four Column (Adv. Only).....	.25

FOR GENERAL EXPLOITATION	
GILT-EDGED FRAMES, (Size 17 x 43 in.).....	1.50
Insert Cards (14 x 36 in. to fit above).....	.25
22 x 28 Gilt Frames.....	1.50
Combination Lobby Frames.....	2.00

Trailers—National Screen Service	
126 W. 46th St., New York City	
845 So. Wabash Ave., Chicago, Ill.	
917 So. Olive Street, Los Angeles, Cal.	

Heralds, per thousand.....	3.00
Window Card.....	.07
Announcement Slide.....	.15
Publicity Photos, Each.....	.10

Press Books and Music Cues are gratis.

Colored Insert

NEW-STYLE FR

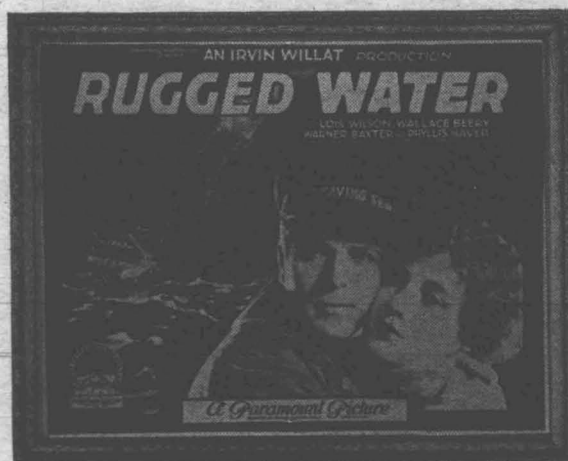
Two new items have been

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It sells for \$2.00. The
frames, at \$1.50 each, a

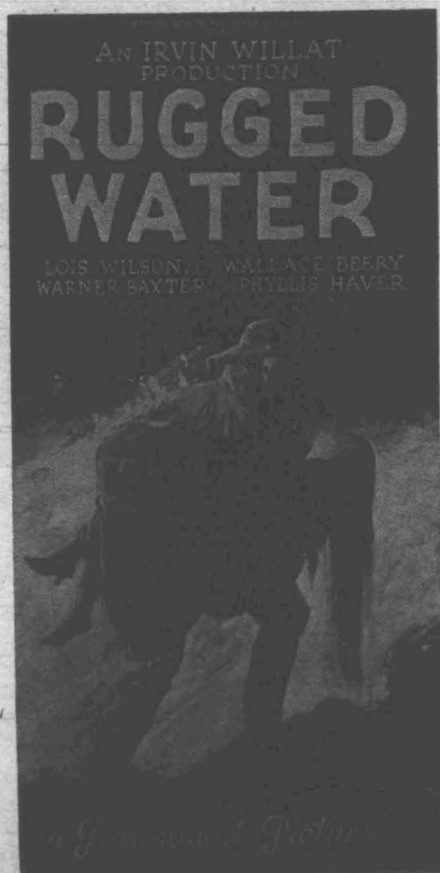


One Sheet Poster 1A

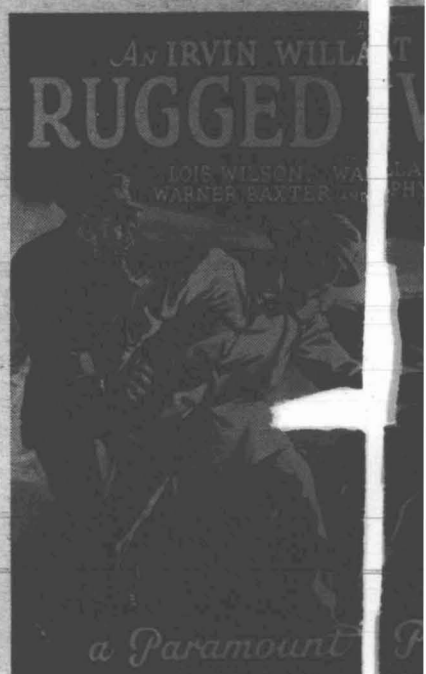
Don't keep the pictures you run
a secret. There's cash in the
flash of peppy Paramount paper!



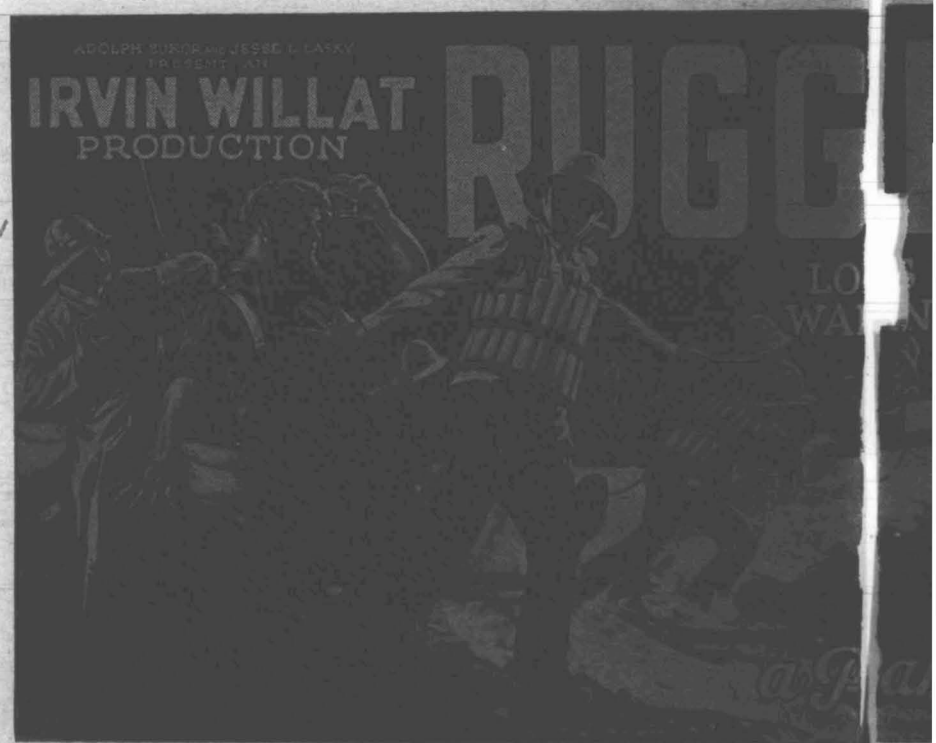
Colored Lobby Card (22" x 28")



Three Sheet Poster 3A



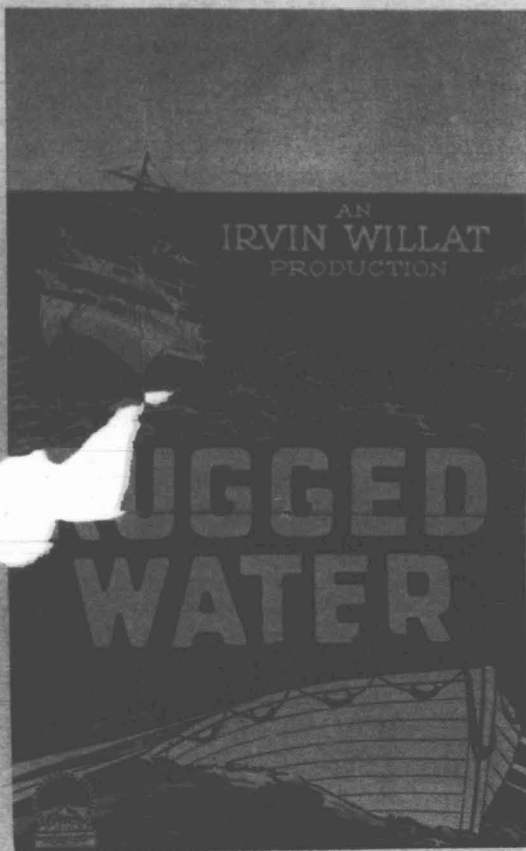
Six Sheet



Twenty-four Sheet



CLASSY LOBBY PHOTOS—EACH 11" x 14"



WINDOW CARD

On the left is a reproduction of the window card on "Rugged Water."

The original is a beauty—strikingly colored and a positive eye-catcher.

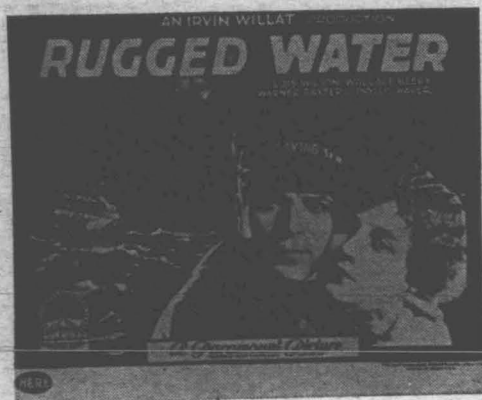
At 7c apiece, you'll surely want a lot of them to distribute in your local stores.

Your exchange has samples.

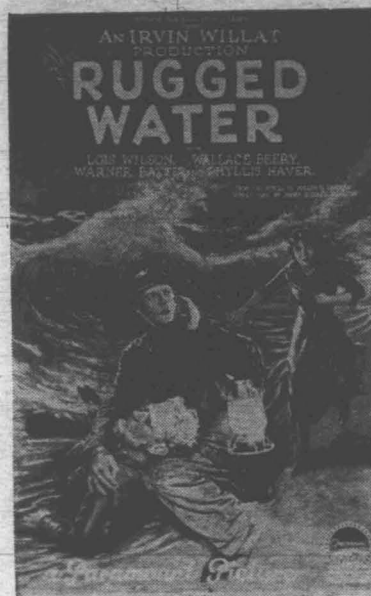
STYLE FRAMES

Items have been added to Paramount's new line of window cards. One is a most attractive hardboard frame to hold a single window card for the highest class window displays. Price to exhibitors. The other is a combination lobby frame which accommodates four 11 x 14's or a 22 x 28. \$2.00. The plain 22 x 28 1.50 each, are also available.

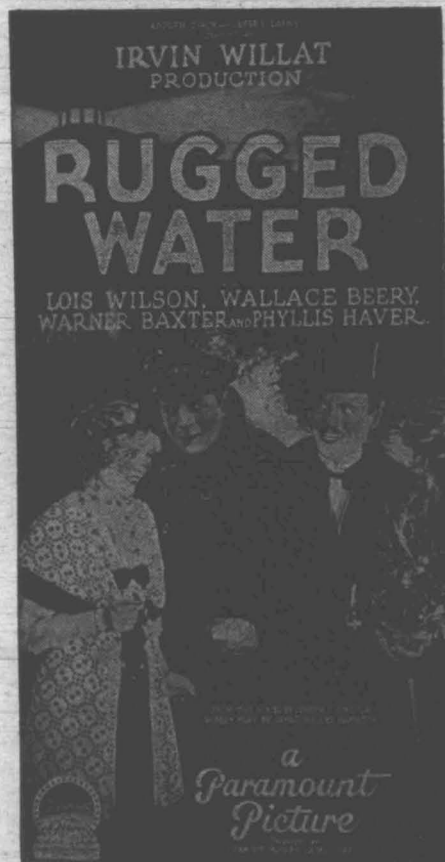
Put the picture over the top by putting posters over the town. Here are real business-getters!



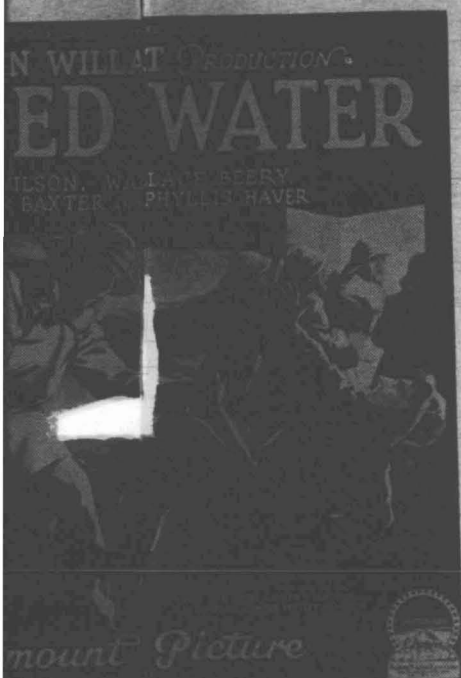
Announcement Slide



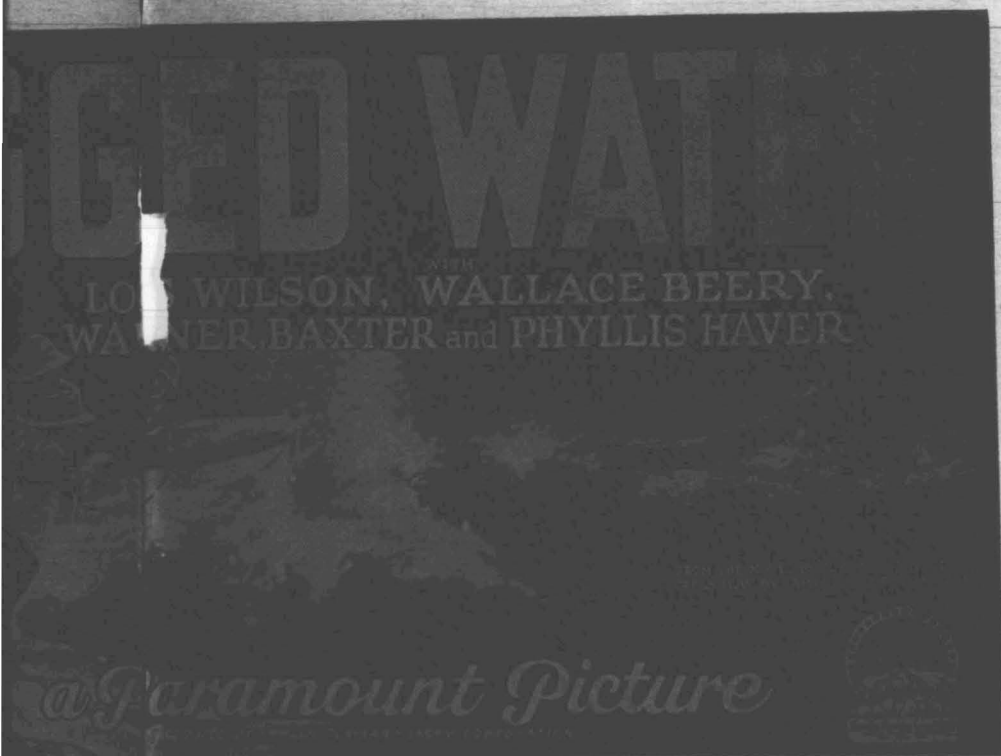
One Sheet Poster 1B



Three Sheet Poster 3B



Six Sheet Poster 6A



Twenty-four Sheet Poster 24A

Washington, D. C. AUG 18 1925

Register of Copyrights
Washington, D. C.

August 15, 1925

Dear Sir:

I herewith respectfully request the return of the following
named motion picture films deposited by me for registration of
copyright in the name of Famous Players Lasky Corporation

RUGGED WATER (7 reels)

Respectfully,

FULTON BRYLAWSKI

The Famous Players Lasky Corporation
hereby acknowledges the receipt of two copies each of the
motion picture films deposited and registered in the Copyright
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
Rugged Water	8/17/1925	L ©CIL 21733

The return of the above copies was requested by the said
Company, by its agent and attorney on the 17 day of
August and the said Fulton Brylawski for himself, and as
the duly authorized agent and attorney of the said Company,
hereby acknowledges the delivery to him of said copies, and
the receipt thereof.

Fulton Brylawski
AUG 20 1925

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“Motion Picture Copyright Descriptions Collection,
1912-1977”

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